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**Rogers et al.**

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(54) **INSULATING DEVICE**

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(51) **Int. Cl.**
***B65D 81/38*** (2006.01)
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(52) **U.S. Cl.**
CPC ..... ***B65D 81/3897*** (2013.01); ***A45C 11/20*** (2013.01); ***A45C 13/1069*** (2013.01); ***B65D 81/389*** (2013.01)

(58) **Field of Classification Search**
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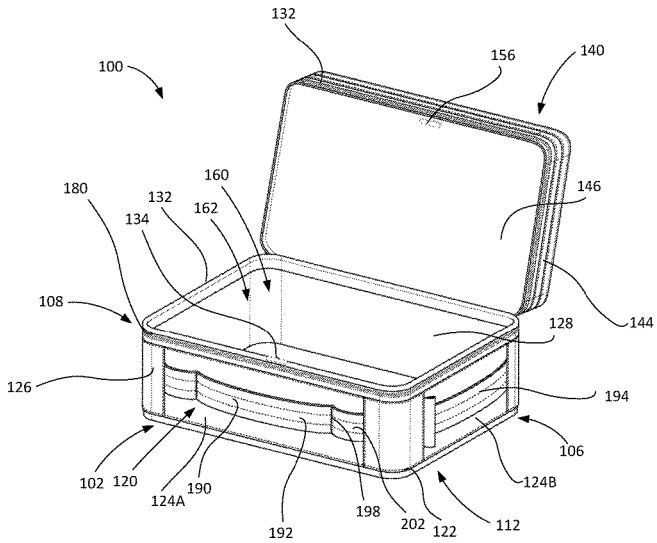
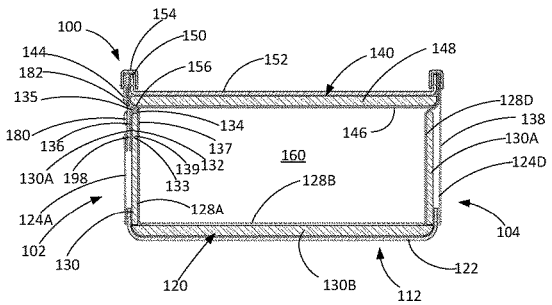
(57) **ABSTRACT**

An insulating device can include a body assembly and a lid assembly where an insulating layer is connected to both the body assembly and the lid assembly. An aperture with a closure is formed between the body assembly and lid assembly to form a storage compartment. An insulating tab may be formed from a portion of the insulating layer and an inner liner of the body assembly to help insulate the closure region. In addition, a first magnetic element may be secured within the insulating tab that may engage a second magnetic element secured within the lid assembly.

**20 Claims, 6 Drawing Sheets**



**Related U.S. Application Data**

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(58) **Field of Classification Search**

CPC ... A45C 3/001; A45C 7/0077; A45C 2200/20; A45C 2013/026; F25D 3/08; F25D 5/02; F25D 31/002; F25D 2303/081; F25D 2303/0821–0822; F25D 2303/0843; F25D 2331/801; F25D 2331/804; F25D 2400/12; F25D 2323/062; A45F 3/04; A45F 3/06

See application file for complete search history.

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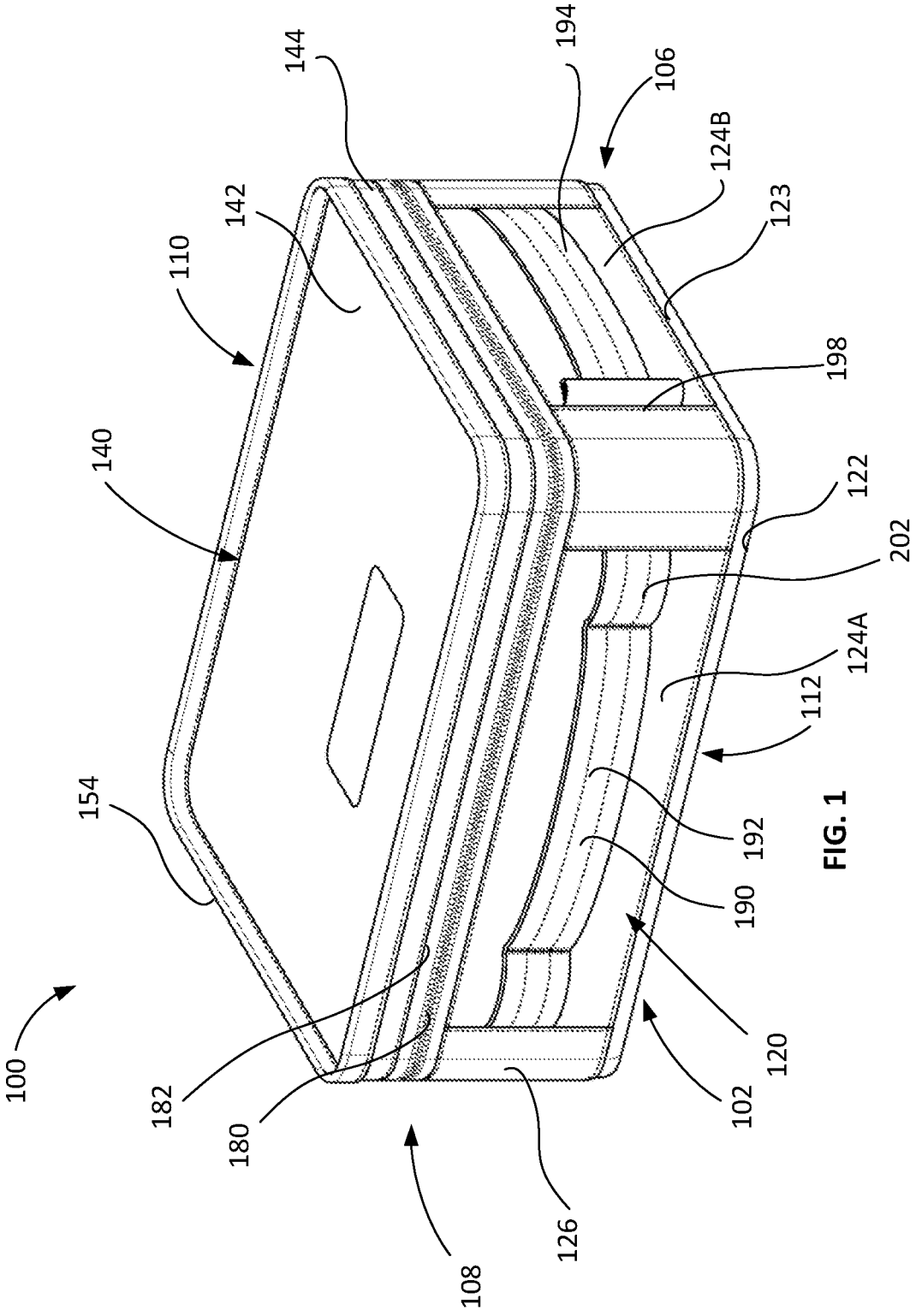
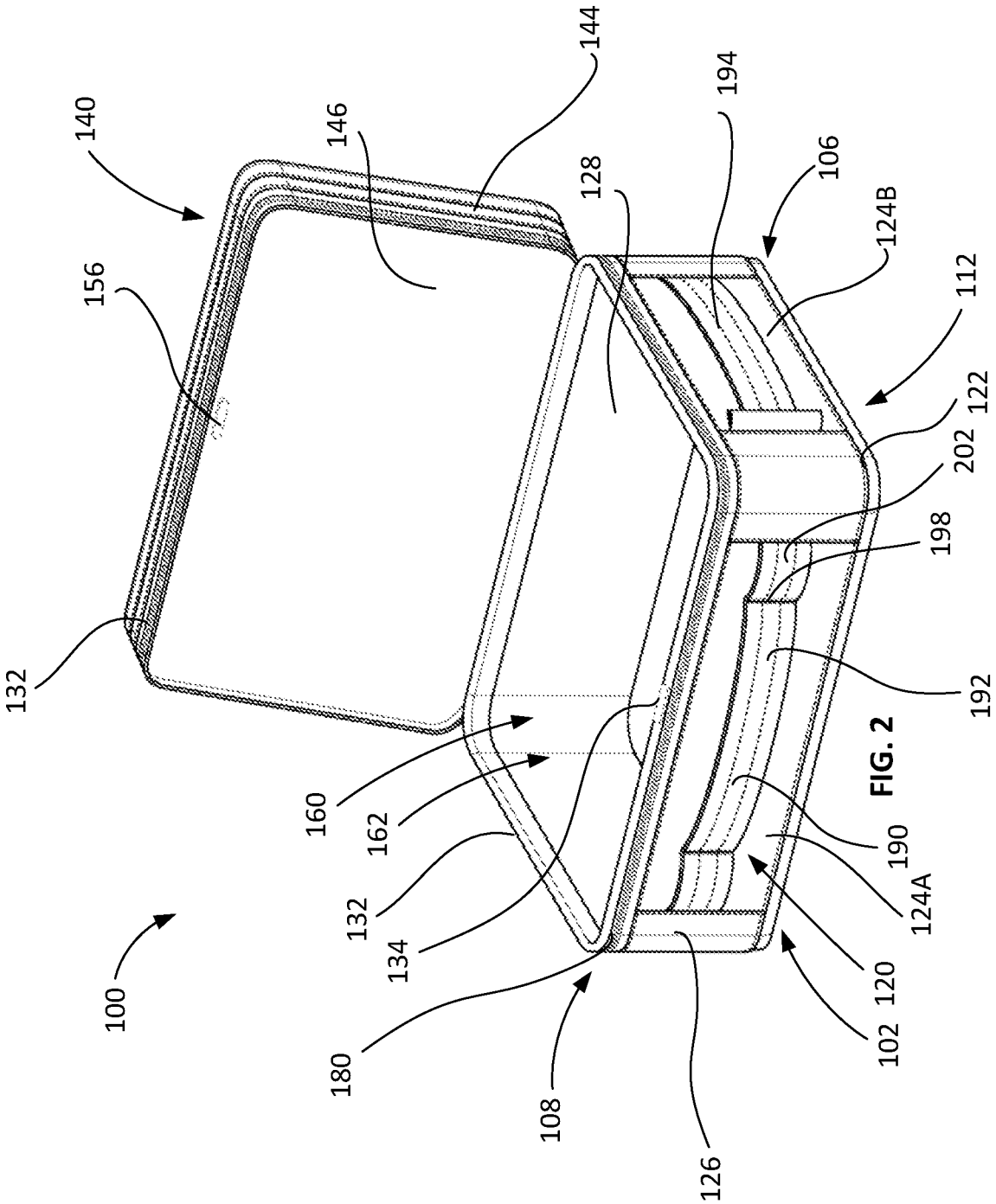

100
102
106
108
110
112
120
122
123
124A
124B
126
140
142
144
154
180
182
190
192
194
198
202

FIG. 1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124B
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162
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108
126

FIG. 2

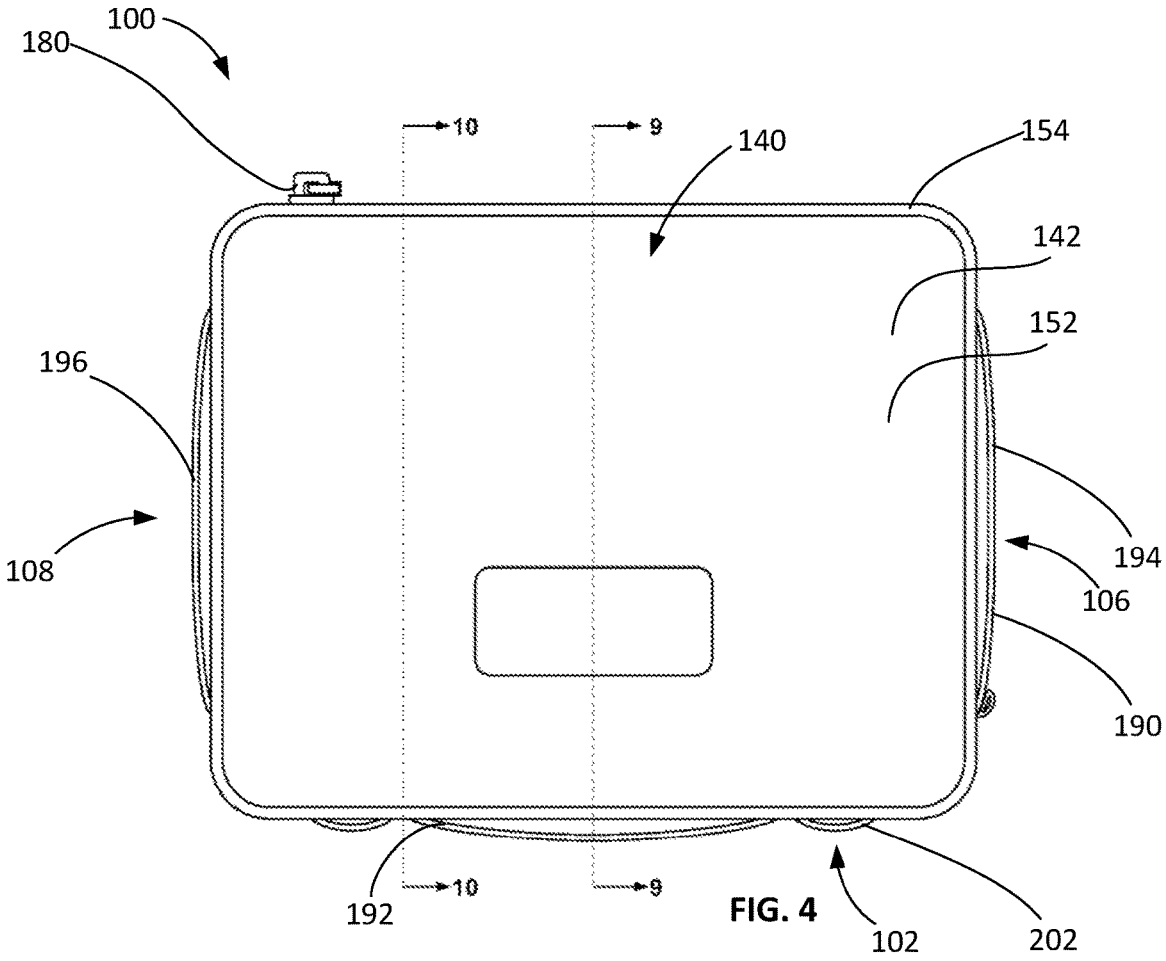
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FIG. 4

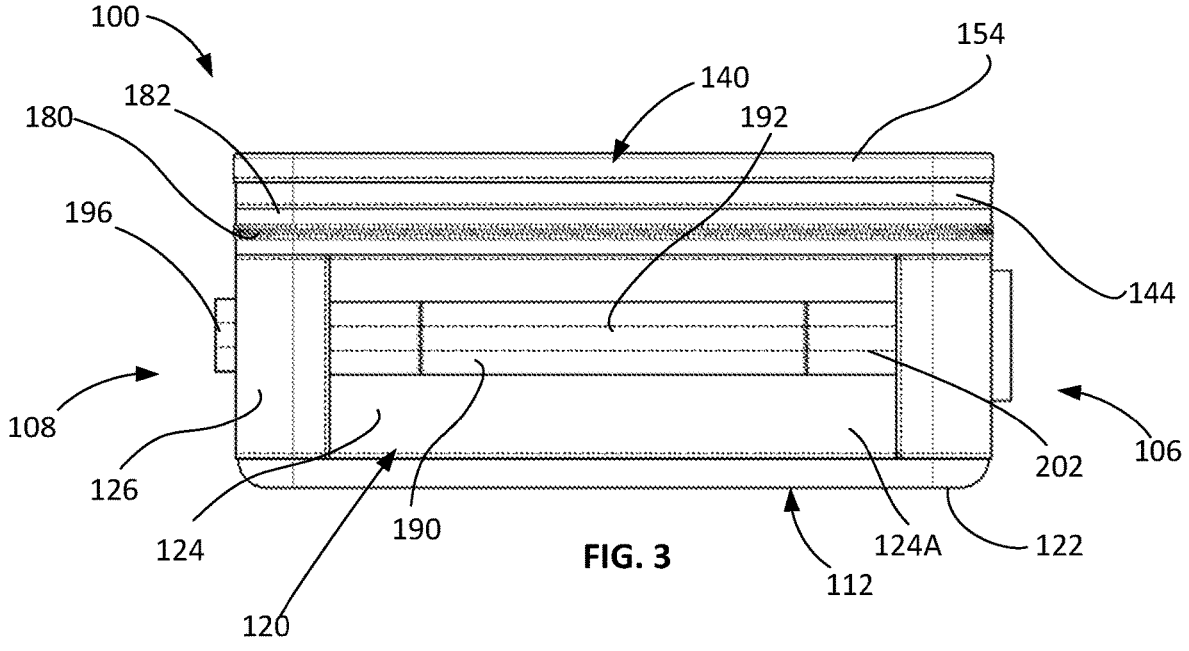
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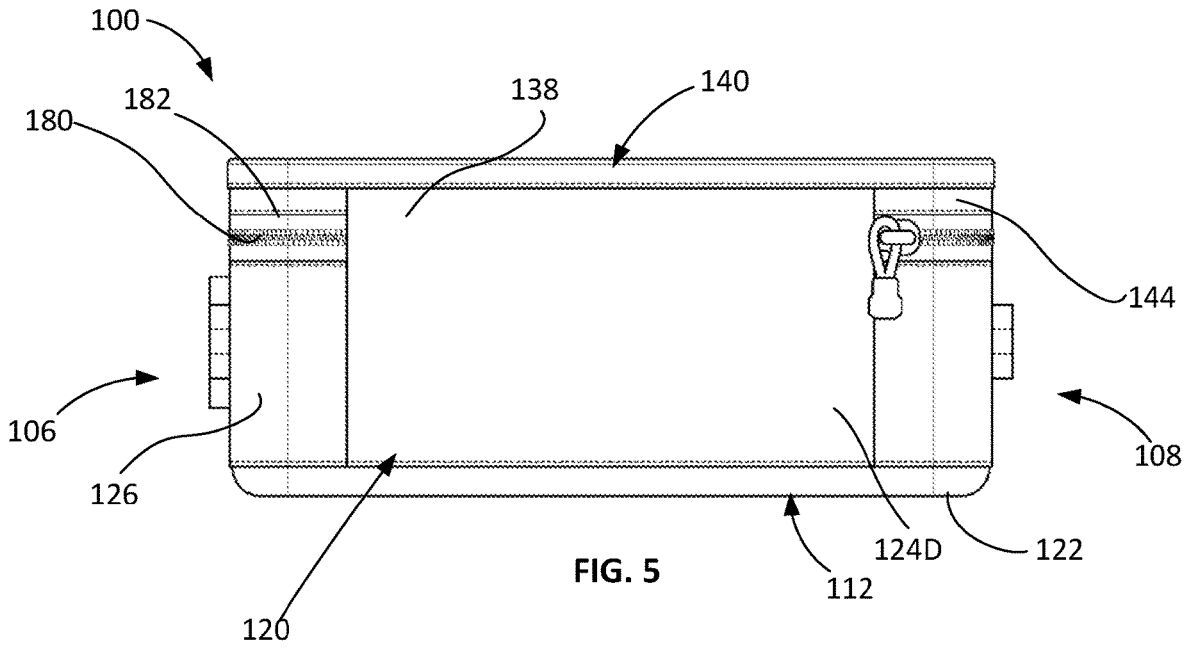
FIG. 3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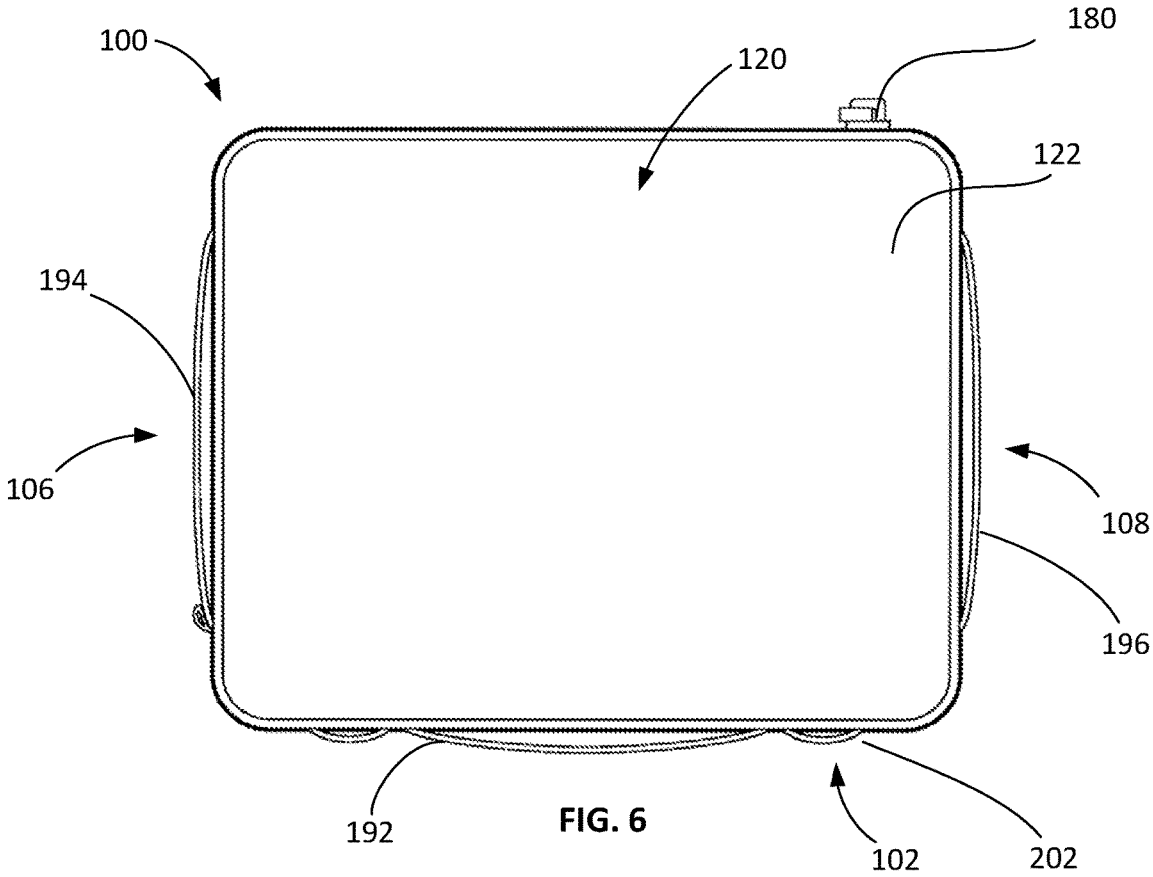
124D
122

FIG. 5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194
106
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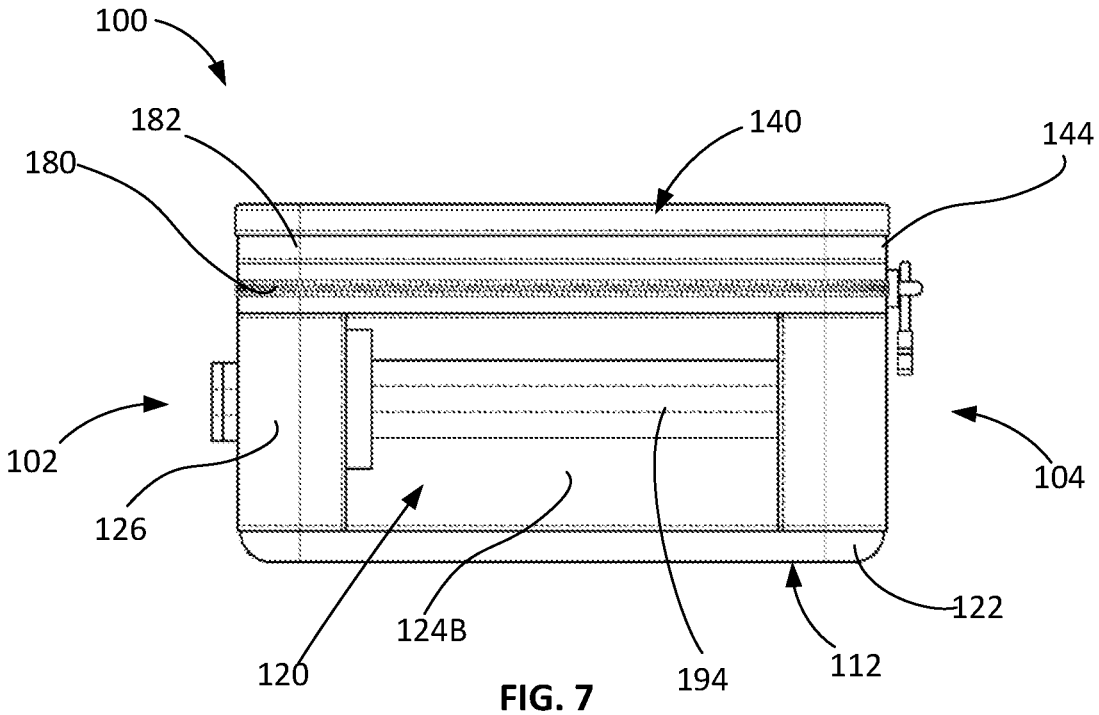
196
192
102
202

FIG. 6


100
182
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140
144
102
126
104
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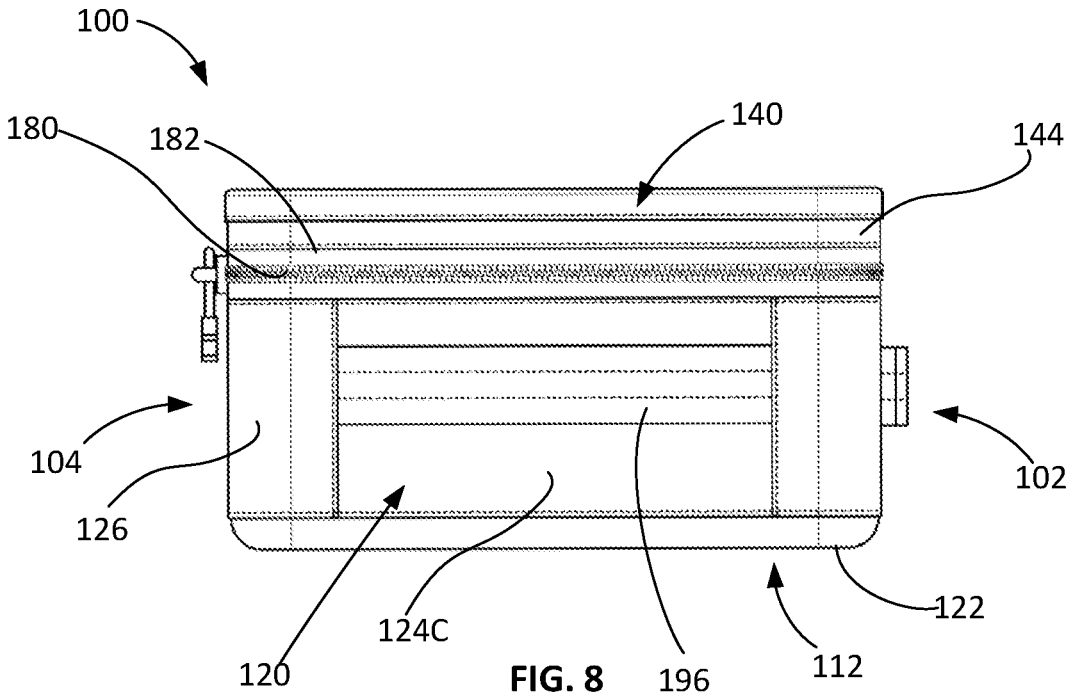
124B
194
112
122

FIG. 7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124C
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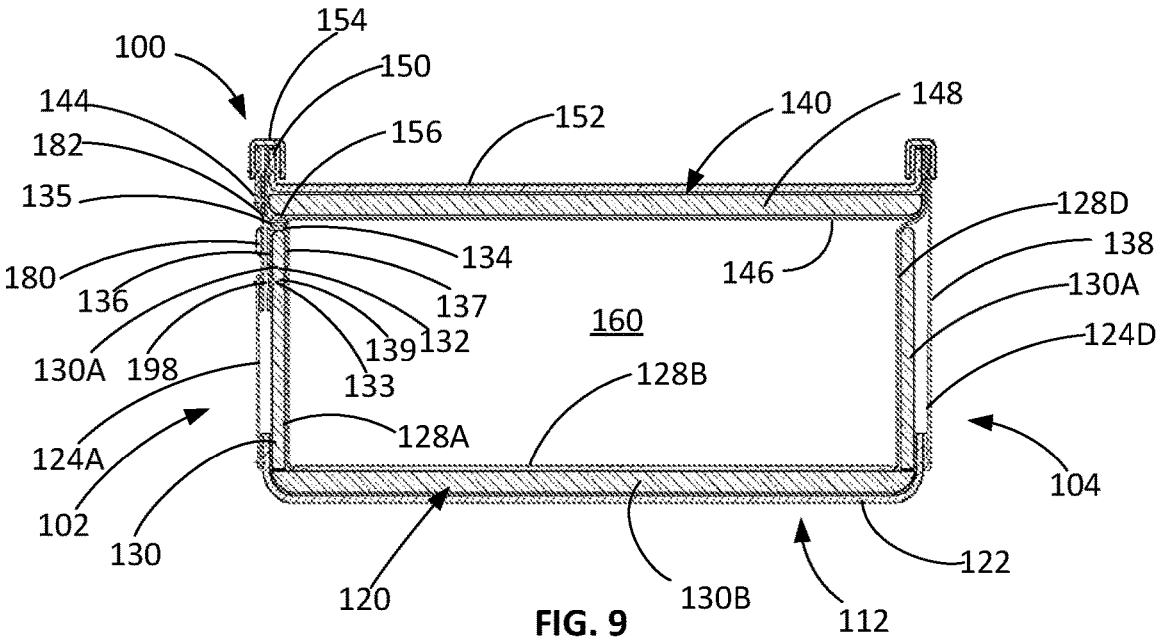
122

FIG. 8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134
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128B
128A
124A
104
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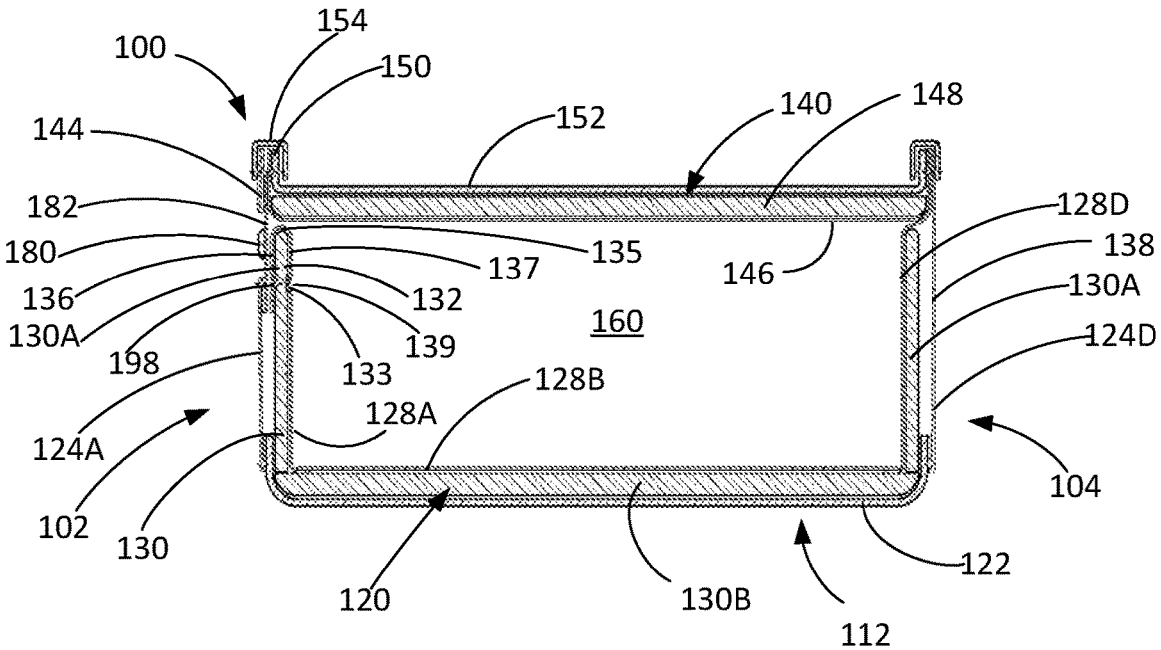
120
130B
112
122

FIG. 9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182
128D
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130A
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124D
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128B
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124A
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130B
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FIG. 10

# INSULATING DEVICE

## CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 18/067,560, filed Dec. 16, 2022, which is a continuation of U.S. patent application Ser. No. 17/563,821, filed Dec. 28, 2021, which is a continuation of U.S. patent application Ser. No. 16/685,124, filed Nov. 15, 2019, entitled Insulating Device, which are herein incorporated by reference in their entirety.

## FIELD OF INVENTION

The present disclosure relates generally to non-rigid, portable, insulated devices or containers useful for keeping food and beverages cool or warm, and, more particularly, a soft-sided insulated lunchbox.

## BACKGROUND

Insulated devices or lunchboxes are designed to keep food and beverages at lower temperatures. The containers may be composed of flexible materials such as fabric or foams. Insulated lunchboxes may be designed to promote portability. The lunchboxes may include straps and/or handles and may in certain instances be made of lighter weight materials to facilitate mobility. The lunchboxes may include a closure that can open and close a lid to a body of the lunchbox either allow or prevent access to the storage compartment and its interior contents.

## BRIEF SUMMARY

This Summary provides an introduction to some general concepts relating to this disclosure in a simplified form that are further described below in the Detailed Description. This Summary is not intended to identify key features or essential features of the disclosure.

Aspects of the disclosure herein may relate an insulating device that includes a body assembly, where the body assembly includes a bottom layer, a first sidewall attached to the bottom layer, an inner liner, and an insulating layer, where at least a portion of the insulating layer is positioned between the first sidewall and the inner liner, and a lid assembly rotatably connected to the body assembly, where the lid assembly includes an upper layer, a lid insulating layer, and a lid liner. A storage compartment may be formed by the body assembly and the lid assembly, where the insulating device has an open configuration providing access to the storage compartment and a closed configuration preventing access to the storage compartment. A closure may be positioned between the body assembly and the lid assembly, where the closure is adapted to selectively connect the body assembly and the lid assembly, and an insulated tab may be formed from a portion of the inner liner and a portion of the insulating layer, where the insulated tab is within the storage compartment and inward of the closure and having a distal end positioned above a midpoint of the closure. The lid assembly may include perimeter edges that extend upward away from the body assembly, where the perimeter edges have an edge height defined as a vertical height from a top surface of the perimeter edges to a top surface of the upper layer, where the edge height is at least 2 times greater than a thickness of the lid insulating layer. In addition, the perimeter edges may have an edge height defined as a vertical height from a top surface of the perimeter edges, where the edge height may be within a range of 10 percent and 20 percent of a total height and 20 percent of the insulating device. The closure may be attached to the first sidewall with a connection element, where the connection element extends through the closure, the first sidewall, the inner liner, and the insulating layer when viewed in a cross-section formed by a vertical plane extending perpendicular to a bottom surface of the insulating device.



Other aspects of this disclosure may relate to an insulating device having an insulated tab behind the closure, where the insulated tab is formed from a portion of the inner liner, and the inner liner forms an outward facing layer of the insulated tab and an inward facing layer of the insulated tab. The inner liner may extend around the insulating layer from the inward facing layer to the outward facing layer, where the insulated tab is connected to the closure at a base end. The insulated tab is may be connected to the closure at the base end via a connection element that extends through the inward facing layer, the outward facing layer, the closure, the first sidewall, and the insulating layer when viewed in a cross-section formed by a vertical plane extending perpendicular to a bottom surface of the insulating device. The insulated tab may extend along a length of the closure to insulate the storage compartment along the length of the closure. As another option, the insulated tab may include a first magnetic element that engages a second magnetic element on the lid assembly when the insulating device is in the closed configuration. The first magnetic element may be positioned between the inner liner and the insulating layer, and the second magnetic element may be positioned between the lid liner and the lid insulating layer.

Still other aspects of this disclosure may relate to an insulating device that includes a body assembly, where the body assembly includes a bottom layer, a sidewall attached to the bottom layer, an inner liner, and an insulating layer, where at least a portion of the insulating layer is positioned between the bottom layer and the inner liner, a lid assembly rotatably connected to the body assembly, where the lid assembly includes an upper layer, a lid insulating layer, and a lid liner. A storage compartment may be formed by the body assembly and the lid assembly, where the insulating device has an open configuration providing access to the storage compartment and a closed configuration. A closure adapted to selectively connect the body assembly and the lid assembly, and a tab, at least partially formed from a portion of the inner liner, where the tab is within the storage compartment and located inward of the closure. The tab may have a distal end positioned above a midpoint of the closure, where the tab may include a first magnetic element that engages a second magnetic element on the lid assembly when the insulating device is in the closed configuration. In some embodiments, the tab may contact the lid liner on the lid assembly when the insulating device is in the closed configuration. The upper layer of the lid assembly may include perimeter edges that extend upward away from the body assembly, where the perimeter edges have an edge height defined as a vertical height from a top surface of the perimeter edges. The edge height may be at least 2 times greater than a thickness of the lid insulating layer. The upper layer may be formed from a foam rubber material. In addition, the lid assembly and the body assembly may be connected by a hinge on one side of the insulating device, wherein the hinge is formed by a second sidewall that extends from the bottom layer of the body assembly to the

upper layer of the lid liner of the lid assembly. The tab may also include a portion of the insulating layer enclosed within the inner liner.

Yet other aspects of this disclosure may relate to an insulating device comprising a body assembly, where the body assembly includes a bottom layer, a first sidewall attached to the bottom layer, an inner liner, and an insulating layer, where at least a portion of the insulating layer is positioned between the bottom layer and the inner liner. The insulating device may also include a lid assembly rotatably connected to the body assembly, where the lid assembly includes an upper layer, a lid insulating layer, and a lid liner. The upper layer of the lid assembly may include perimeter edges that extend upward away from the body assembly, where the perimeter edges have an edge height defined as a vertical height from a top surface of the upper layer to a top of the perimeter edges, wherein the edge height is greater than a thickness of the lid insulating layer. A storage compartment may formed by the body assembly and the lid assembly, where the insulating device has an open configuration providing access to the storage compartment and a closed configuration. The insulating device may also include a closure selectively adapted to connect the body assembly and the lid assembly, where the closure is attached to the first sidewall with a connection element, where the connection element extends through the first sidewall, closure, the inner liner, and the insulating layer. An insulated tab may be formed from a portion of the inner liner and a portion of the insulating layer, where the insulated tab is arranged inward of the closure and has a distal end extending above a midpoint of the closure. The insulated tab may include a first magnetic element that engages a second magnetic element on the lid assembly when the insulating device is in the closed configuration. The insulated tab may be formed from the inner liner, where the inner liner forms an outward facing layer of the insulated tab and an inward facing surface of the insulated tab. The insulated tab may extend along an entire length of the closure to insulate the storage compartment along the entire length of the closure.

## BRIEF DESCRIPTION OF THE DRAWINGS

The foregoing Summary, as well as the following Detailed Description, will be better understood when considered in conjunction with the accompanying drawings in which like reference numerals refer to the same or similar elements in all of the various views in which that reference number appears.

FIG. **1** illustrates a right front perspective view of an example insulating device in a closed configuration in accordance with an aspect of the disclosure;

FIG. **2** illustrates a right front perspective view of the example insulating device of FIG. **1** in an open configuration;

FIG. **3** illustrates a front view of the example insulating device of FIG. **1**;

FIG. **4** illustrates a top view of the example insulating device of FIG. **1**;

FIG. **5** illustrates a rear view of the example insulating device of FIG. **1**;

FIG. **6** illustrates a bottom view of the example insulating device of FIG. **1**;

FIG. **7** illustrates a right side view of the example insulating device of FIG. **1**;

FIG. **8** illustrates a left side view of the example insulating device of FIG. **1**;

FIG. **9** illustrates a right side cross-sectional view as shown in FIG. **4**; and

FIG. **10** illustrates a right side cross-sectional view as shown in FIG. **4**.

## DETAILED DESCRIPTION

In the following description of the various examples and components of this disclosure, reference is made to the accompanying drawings, which form a part hereof, and in which are shown by way of illustration various example structures and environments in which aspects of the disclosure may be practiced. It is to be understood that other structures and environments may be utilized and that structural and functional modifications may be made from the specifically described structures and methods without departing from the scope of the present disclosure.

Also, while the terms "front side," "rear side," "top," ""bottom," "side," "inward," and "outward" and the like may be used in this specification to describe various example features and elements, these terms are used herein as a matter of convenience, e.g., based on the example orientations shown in the figures and/or the orientations in typical use. Nothing in this specification should be construed as requiring a specific three dimensional or spatial orientation of structures in order to fall within the scope of the claims. In addition, the reader is advised that the drawings may not be to scale.

FIGS. **1-10** depict an exemplary insulating device **100** that can be configured to keep desired contents stored cool or warm for a desired period of time. In particular, illustrated embodiment of the insulating device **100** may be a soft-sided insulated lunchbox that may be used to keep the contents secure and at an appropriate storage temperature for at least several hours. The insulating device **100** may comprise a body assembly **120**, a lid assembly **140** rotatably coupled to the body assembly **120**, a storage compartment **160** formed by the body assembly **120** and the lid assembly **140**, and a closure **180** adapted to selectively connect the body assembly **120** and the lid assembly **140**. A plurality of handles **190** may be included on the insulating device **10** for carrying, holding, or securing the insulating device **100**.

The insulating device **100** may be configured to keep desired contents stored in the storage compartment **160** cool or warm for several hours. In some embodiments, the insulating device **100** may also be designed to maintain water inside the storage compartment **160** and may be configured to be water "resistant" from the outside in. In these examples, the insulating device **100** may be "water tight" such that water cannot leak into storage compartment **160** from the outside or leak out from the storage compartment **160** when the closure **180** is in the closed position.

As shown in FIGS. **1-10**, the insulating device **100** may be in the shape of a cuboid or rectangular prism and have a front side **102**, a rear side **104**, a right side **106**, a left side **108**, a top side **110**, and a bottom side **112**. For example, the body assembly **120** may comprise bottom layer **122**, first sidewall **124**A, second sidewall **124**B, third sidewall **124**C, and sidewall **124**D, along with corner members **126** connecting the adjacent sidewalls **124**A, **124**B, **124**C, **124**D to form the exterior shape of the bottom portion of the cuboid. The lid assembly **140** may comprise an upper layer **142** and an upper sidewall **144** to form the exterior shape of the upper portion of the cuboid. Other shapes are also contemplated for the insulating device **100**, for example, cylindrical, spherical, conical, pyramidal, frusto-conical, frusto-spherical, frusto-pyramidal, etc. The length of the insulating device **100** may

be greater than the width and the height, and the width may be greater than the height. For example, the height of the insulating device **100** may, in one embodiment, be in the range of 80 mm to 150 mm, where in one particular example may be approximately 115 mm. The length of the insulating device **100** may be in the range of 200 mm to 310 mm, where in one particular example may be approximately 260 mm. Also, the width of the insulating device **100** may, in one example, be in the range of 150 mm to 270 mm and in one specific example, the width may be approximately 210 mm. However, it is contemplated that the insulating device **100** may comprise any height, length, width and volume dimensions, without departing from the scope of these disclosures.

The storage compartment **160** of the insulating device **100** may be accessed through the opening **162** formed at the top of the body assembly **120**. An inner liner **128** of the body assembly **120** may form an interior surface of the storage compartment while a lid liner **146** may form the interior surface of the lid assembly **140**. As will be discussed in more detail later, a lid insulating layer **148** may be positioned between the upper layer **142** and the lid liner **146**, and an insulating layer **130** may be positioned between the sidewalls **124**A, **124**B, **124**C, **124**D and the inner liner **128** and/or also positioned between the bottom layer **122** and the inner liner **128**.

The body assembly **120** may also include a plurality of handles **190**. The handles **190** may be positioned on multiple sides of the body assembly **120**. For instance, in the exemplary embodiment, the handles **190** may include a front handle **192** arranged on the front side **102**, a right side handle **194** on the right side **106**, and a left side handle **196** on the left side. The handles **190** may be attached using connection elements **198** such as stitching using threads, however these threads attaching the handles **190** may not, in some examples, extend into the insulating layer **130** or inner liner **128**. The multiple handles **190** (**192**, **194**, **196**) provide a user with options for grasping for grasping and carrying the insulating device. In addition, a web loop **202** may be arranged on either end or both ends of the front handle **192** for attaching various items, (e.g., carabineers, storage cases, etc.). In some embodiments, the handles **190** and web loops **202** may be arranged anywhere on the body assembly **120** or the lid assembly **140**. The handles **190** and web loops **202** may be constructed of nylon webbing. As alternate options, the handles **190** and web loops **202** may be formed from polypropylene, neoprene, polyester, Dyneema, Kevlar, cotton fabric, leather, plastics, rubber, or rope. The handles **190** and web loops **202** may be attached to the body assembly **120** by stitching, adhesive, or polymer welding. In some embodiments, the handles **190** and web loops **202** may be stitched to patches using threads, where the patches are then attached to the insulating device **100**.

The insulating device **100** may also include pockets, tie downs, and D-rings anywhere on the external surface of the outer shell. The pockets can be sized for receiving keys, phones, wallets, etc. and may be formed waterproof. The pockets may also include a waterproof zipper to prevent the contents therein from getting wet.

As shown in the cross-sectional views of FIGS. **9** and **10**, the body assembly **120** may comprise an inner liner **128** that encloses an insulating layer **130**. For clarity, the handles **190** are removed from the cross-sectional views of FIGS. **9** and **10**. In one example, as shown in FIG. **9**, the inner liner **128** may be formed from one or more sidewall inner liners **128**A and a bottom inner liner **128**B. The one or more sidewall inner liners **128**A may be secured together and to the bottom inner liner **128**B with a lap joint using a polymer welding technique. Polymer welding may include both external and internal methods. External or thermal methods can include hot gas welding, hot wedge welding, hot plate welding, infrared welding and laser welding. Internal methods may include mechanical and electromagnetical welds. Mechanical methods may include spine welding, stir welding, vibration welding, and ultrasonic welding. Electromagnetical methods may include resistance, implant, electrofusion welding, induction welding, dielectric welding, RF (Radio Frequency) welding, and microwave welding. The welding can be conducted in a flat or horizontal plane to maximize the effectiveness of the polymer welding to the construction materials. Optionally, the liners **128**A, **128**B may be secured or joined together using a tape, such as a TPU tape can be placed over the seams to form the storage compartment **160**.

The insulating layer **130** may be located between the inner liner **128** and the outer sidewalls **124**A, **124**B, **124**C, **124**D, and may be formed as an insulator to assist in maintaining the internal temperature of the storage compartment **160**. In one example, the insulating layer **130** can be a free-floating layer that is not attached directly to the outer sidewalls or bottom layer **122**. The insulating layer **130** may be formed as one or more sidewall insulating portions **130**A and a bottom insulating portion **130**B. The one or more sidewall insulating portions **130**A and the bottom insulating portion **130**B may be formed from an insulating foam material as will be described in further detail below. The one or more sidewall insulating portions **130**A may be a closed cell foam and may have a thickness within a range of 2 mm and 6 mm, or approximately 4 mm. The bottom insulating layer **130**B may be a closed cell foam and may have a thickness within a range between 4 mm and 8 mm, or approximately 6 mm. In one example, the insulating layer **130** may be formed of vinyl nitrate (NBR/PVC blend) or any other suitable blend.

In addition, an insulated tab **132** may be formed from a portion of the inner liner **128**A and a portion of the sidewall insulating portions **130**A to improve the overall insulating performance of the insulating device **100**. As shown in FIGS. **2**, **9**, and **10**, insulated tab **132** may be arranged inward or behind the closure **180** to provide a thermal retention member behind the closure **180**. Insulated tab **132** may extend upward from a base end **133** at a connection region **139** where a lower end of the closure **180** is attached to one or more of the sidewalls **124**A, **124**B, **124**C, **124**D to a distal end **135** that may be positioned at or above a midpoint of the closure **180** in a vertical direction. The midpoint of the closure **180** being defined as the location where the closure **180** divides between a portion attached to the body assembly **120** and a portion attached to the lid assembly **140**. In some instances, the distal end **135** of the insulated tab **132** may contact the lid liner **146** of the lid assembly **140** when the insulating device **100** is in the closed configuration. In some embodiments, the lid liner **146** and the insulated tab **132** may include complementary surfaces that form an interlocking feature to secure the insulated tab **132** to the lid liner **146** to improve the insulating performance of the insulating device **100**. The interlocking feature may include a groove in the liner **146** that receives a top surface of the insulated tab **132**. The insulated tab **132** may also extend continuously along a majority or along the entire length of the closure **180** to help insulate the storage compartment **160** along the length of the closure **180**. In other words, the insulated tab **132** may extend continuously around the sides **106**, **108**, the front side **102**, and a portion of the rear side **104** where insulated tab **132** may have ends that are adjacent to or connect to the hinge **138**.

The insulated tab **132** may be formed from a portion the inner liner **128**A and the sidewall insulating portion **130**A, where the inner liner **128**A may form an outward facing layer **136** and an inward facing layer **137** of the insulated tab **132**. The inner liner **128** may extend around a portion of the sidewall insulating portion **130**A from the outward facing layer **136** to the inward facing layer **137** and connect to the closure at a base end **133**. As shown in FIGS. **9** and **10**, the insulated tab **132** may be connected to the closure **180** along connection region **139** at the base end **133** via connection elements **198** that extend through the outward facing layer **136**, the inward facing layer **137**, the closure **180**, one or more of the sidewalls **124**A, **124**B, **124**C, **124**D, and the sidewall insulating portion **130**A when viewed in a cross-section formed by a vertical plane extending perpendicular to a bottom surface of the insulating device **100**. In some embodiments, the insulated tab **132** may extend from the lid liner **146** where the base end is connected or formed from the lid liner **146** and has a distal end that may be positioned at or below a midpoint of the closure **180** in a vertical direction.

Alternatively, the insulated tab **132** may be formed as a separate component having a liner and a separate insulating layer that can be attached to the lid assembly **140** or attached to the body assembly **120**. For instance, the separately formed insulated tab **132** may have a base end connected to the inner sidewall liner **128**A and a distal end that may be positioned at or above a midpoint of the closure **180** in a vertical direction. As another option, the separately formed insulated tab **132** may have a base end connected to the lid liner **146** and a distal end that may be positioned at or below a midpoint of the closure **180** in a vertical direction. Still as another option, the separately formed insulated tab **132** may be attached to the closure **180** (such as attached backing or fabric **182**) such that a first end of the insulated tab **132** may be attached on one side of the midpoint of the closure **180** and the insulated tab extends across the midpoint to the opposite side of the closure **180**. Similar to the integrally formed insulated tab **132** described above, in the embodiments having a separately formed insulated tab **132**, the tab **132** may also extend along a majority or along the entire length of the closure **180**. The tab **132** may be attached at the ends to the hinge **138** and extend around the sides **106**, **108**, the front side **102**, and a portion of the rear side **104**, where insulated tab **132** may have ends that are adjacent to or connect to the hinge **138**.

As discussed above, the body assembly **120** may comprise bottom layer **122**, first sidewall **124**A, second sidewall **124**B, third sidewall **124**C, and sidewall **124**D, along with corner members **126** connecting the adjacent sidewalls **124** to form the exterior shape of the bottom portion of the cuboid. The sidewalls **124** and corner members **126** may be formed from multiple pieces and may be joined together with lap joints and secured together with connection elements **198** such as stitching, or attached using any known method, e.g., polymer welding, stitching, or other adhesive. The sidewalls **124** and corner members **126** may provide the exterior covering for the insulating device **100**. As discussed above, the insulating layer **130** can be suspended freely within the body assembly **120**. Alternatively, the insulating layer(s) **130** could also be secured or formed as a one-piece integral structure.

The bottom layer **122** may increase the insulation and the structural integrity of the insulating device **100**. The bottom layer **122** may also provide additional protection around the bottom of the insulating device **100**. The bottom layer **122** may have perimeter edges **123** that extend upward towards the lid assembly **140**. In one example, the bottom layer **122** may be formed from EVA foam. The bottom layer **122** may also include a design such as a logo or name that can be molded or embossed directly into the material. The bottom layer **122** may be attached to the sidewalls **124**A, **124**B, **124**C, **124**D and corner members **126** by connection elements **198**, such as stitching or other known methods.

The lid assembly **140** may include an upper layer **142**, an upper sidewall **144**, and a lid liner **146**. The lid assembly **140** may be generally rectangular in shape and include perimeter edges **150** that extend upward away from the body assembly **120**. These upward extending perimeter edges **150** may have a height that provides a user with a member that is easily gripped by a hand of the user to assist when opening and closing the closure **180**. The perimeter edges **150** may have an edge height defined as a vertical height from a top surface **152** of the upper layer **142** to a top of the perimeter edges **150**, where the edge height may be greater than a thickness of the lid insulating layer **148**. In some embodiments, the edge height may be at least 2 times greater than the thickness of the lid insulating layer **148**. The edge height may be approximately 18 mm, or within a range of 15 mm and 21 mm, or within a range of 12 mm and 24 mm. In other embodiments, the edge height may have an edge height of approximately 15 percent of a total height of the insulating device **100**, or within a range of 13 percent and 17 percent of the total height of the insulating device **100**, or within a range of 10 percent and 20 percent of the total height of the insulating device **100**. The perimeter edges **150** may have a constant height of may have a variable height where a region of the perimeter edges is taller than an adjacent region. In some embodiments, the perimeter edges **150** may have an engaging or receiving member that could receive or secure accessories such as a bottle opener, or utensils. In addition, the upper layer **142** of the lid assembly **140** may have a pocket formed on the top surface, where the perimeter edges **150** may form a portion of the sides of the pocket where the pocket may be connected directly to the perimeter edges **150**.

The upper sidewall **144** may be attached to the perimeter edges **150** around by a connection element like stitching. Optionally, the upper sidewall **144** may be attached to the perimeter edges **150** with an RF weld joint or other types of securing methods could be used such as other forms of welding, stitching, adhesives, rivets, etc. An edge member **154** may extend along an entire length of the perimeter edges **150** of the lid assembly **140** where the edge member **154** may be also attached to the upper layer **142** and upper sidewall **144** by connection elements **198**, such as stitching or other means known to own skilled in the art.

The upper sidewalls **144** may be formed from multiple pieces and may be joined together with lap joints and secured together with connection elements **198** such as stitching, or attached using any known method, e.g., polymer welding, stitching, or other adhesive. The edge member **154** may be formed from a single nylon webbing piece or be formed from a plurality of webbing pieces. The insulating layer **148** may be suspended freely within the lid assembly **140** positioned between the upper layer **142** and the lid liner **146**. Alternatively, the insulating layer(s) **148** could also be secured or formed as a one-piece integral structure. As another option, the lid liner **146** may be formed as a separate component and attached along the interior edges of the lid assembly **140**. In addition, the lid liner **146** may further include a pocket or other retaining member, where the pocket may be configured to hold utensils, a portable ice pack, or other items.

The upper layer **142** may increase the insulation and the structural integrity of the insulating device **100**. The upper layer **142** may also provide additional protection around the top of the insulating device **100**. In one embodiment, the upper layer **142** may be formed from a foam rubber, such as ethylene-vinyl acetate (EVA) foam or similar material. The upper layer **142** may also include a design such as a logo or name that can be molded or embossed directly into the material.

The lid insulating layer **148** may be formed of a single layer of foam, which corresponds to the overall shape of the lid assembly **140**. The foam may, in one example, be an insulating foam, as discussed herein, which may be the same foam as is used in the body assembly **120**, and be unattached to and floating between the lid liner **146** and the upper sidewall **144**.

In some embodiments, the liners **128**, **146** may be constructed from double laminated TPU nylon fabric. The sidewalls **124**A, **124**B, **124**C, **124**D and upper sidewall **144** may be formed from a polyester fabric that is laminated with an ether TPU on Poly **600**D Fabric Single Side Laminated Ether TPU on at least one side of the fabric. The laminated fabric forming the liners and sidewalls may be waterproof and have an antimicrobial additive or coating that meets all Food and Drug Administration requirements. In addition, the fabrics used to construct the insulating device may all have antimicrobial materials incorporated to create a mildew-free environment that is food contact surface safe. In one specific example, the nylon can be 840d nylon with TPU. Alternative materials used to manufacture the inner liner **128**, lid liner **146**, sidewalls **124**A, **124**B, **124**C, **124**D, and upper sidewall **144** may be PVC, TPU coated nylon, coated fabrics, and other weldable and waterproof fabrics.

Additionally, as shown the cross-sectional views of FIGS. **9** and **10**, the lid assembly **140** may be connected to the body assembly **120** on one side of the insulating device **100**, which forms a living hinge **138**. In the exemplary embodiment, the living hinge **138** may be formed by the sidewall **124**D on a rear side **104** of the insulating device **100**. The sidewall **124**D may have a greater height than the other sidewalls **124**. The sidewall **124**D may connect to the bottom layer **122** of the body assembly **120** and extend upward and connect to the upper layer **142** of the lid assembly. The living hinge **138** may also be reinforced by an inner piece of fabric material. In some embodiments, a portion of the inner liner **128**D may reinforce the living hinge **138**, such that the inner liner **128**D may extend upward from the storage compartment **160** and attach to the upper layer **142** between the upper layer **142** and the sidewall **124**D. By using the living hinge **138**, the storage compartment **160** may and its contents may be accessed by opening the closure **180** and rotating or folding back the lid assembly **140** along the living hinge **138**.

As discussed above, the closure **180** may be selectively connected to the body assembly **120** and the lid assembly **140**. The closure **180** may be attached to the sidewalls **124**A, **124**B, **124**C, **124**D using connection elements **198**, where the connection elements **198** may be stitching with threads. In particular, the closure **180** may be attached to at least one of the sidewalls **124**A, **124**B, **124**C, **124**D with connection elements **198**, where the connection elements **198** extend through one or more of the sidewalls **124**A, **124**B, **124**C, **124**D, the closure **180**, the inner liner **128**, and the insulating layer **130** when viewed in a cross-section formed by a vertical plane extending perpendicular to a bottom surface of the insulating device as shown in FIGS. **9** and **10**. Similarly, along the corners of the insulating device **100**, the closure **180** may be attached to at least one of the corner members **126** with connection elements **198**, where the connection elements **198** extend through a corner member **126**, the closure **180**, the inner liner **128**, and the insulating layer **130**. The closure **180** may be opened to allow access to the storage compartment **160** or closed to prevent access to the storage compartment **160**. The closure **180** may be a zipper assembly as shown in FIGS. **1-10**, but may be other sealing devices. For example, the closure **180** may be a hook and loop type fastener (i.e. Velcro), snaps, buckles, excess material that is folded multiple times to form a seal such as a roll-down seal, seals, metal or plastic clamps and combinations thereof could be used as a closure mechanism.

The closure **180** may extend around the entire perimeter or a majority of the perimeter of the insulating device **100**, such as at least three sides of the insulating device **100**. In this particular example, the contents of the insulating device **100** may be easily accessed by the user after the closure **180** is opened and the lid assembly **140** is rotated away from the body assembly **120** along hinge **138** as shown in FIG. **2**.

The closure **180** may be mounted on a backing or fabric **182**, which is included as a portion of the closure **180** as described herein. In the case of the closure being a zipper, this can be referred to as zipper tape **182**. The zipper tape **182** may be attached between each sidewall **124**A, **124**B, **124**C, **124**D and the inner liner **128** on the body assembly **120** and may be attached between the upper sidewall **144** and the lid liner **146** on the lid assembly **140**. In addition, as described above, where the connection element **198** extends through the closure **180** may be interpreted as the connection element extending through the fabric or zipper tape **182**.

As discussed above, the storage compartment may include an insulated tab **132** that extends along the length of the closure **180**, where the insulated tab **132** also extends upward beyond the midpoint of the closure **180**. In some embodiments, the insulated tab **132** may include a magnetic element **134** secured within the insulated tab **132**. The magnetic element **134** may be positioned along an upper region of the tab **132** such that the magnetic element **134** may engage a magnetic element **156** that is secured within the lid assembly **140**. The attractive forces of the magnetic elements **134** and **156** may cause the lid liner **146** to contact the portion of the inner liner **128** forming the exterior surface of the insulated tab **132** when the insulating device is in its closed configuration. In addition, the magnetic forces may help keep the insulated tab **132** elevated an in its proper position when the insulating device **100** is in its closed configuration, thereby helping to further minimize any temperature increase or decrease within the storage compartment. Magnetic element **134** may be secured within the insulated tab **132** between the inner liner **128** and the sidewall insulating portion **130**A. Similarly, magnetic element **156** may be positioned between the lid liner **146** and the lid insulating layer **148**. In some embodiments, the magnetic elements **134**, **156** may be secured under the respective liners **128**, **146** such that they are not visible when the insulating device **100** is in its open configuration, while in other embodiments, the magnetic elements **134**, **156** may be positioned in pockets or bosses (not shown) in the insulated tab **132** and lid liner **146** that protrude above the surface of the insulated tab **132** and lid liner **146**. The magnetic elements **134**, **156** may be secured in place using an adhesive, welding, or other technique known to one skilled in the art.

The magnetic elements **134**, **156** may have their center points substantially aligned with each other to maximize their attractive force to one another. Additionally, in some

embodiments the insulating device may comprise one pair of magnetic elements positioned along a center plane of the front side **102** of the insulating device **100**. In other embodiments, the insulating device may include multiple pairs of magnetic elements positioned along the length of the insulated tab **132** and in corresponding positions on the lid assembly **140**.

The magnetic elements **134**, **156** may have any shape and size, and in some instances each magnetic element **134**, **156** may be the same size, while in other embodiments, the magnetic elements may have different sizes. For example, in the exemplary embodiment, the magnetic elements **134**, **156** may have a rectangular shape with a length of approximately 25 mm, a width of approximately 5 mm and a thickness of approximately 2 mm. The magnetic elements **134**, **156** may be one or more of permanent magnets, metal strips, or ferromagnetic materials.

The present invention is disclosed above and in the accompanying drawings with reference to a variety of examples. The purpose served by the disclosure, however, is to provide examples of the various features and concepts related to the invention, not to limit the scope of the invention. One skilled in the relevant art will recognize that numerous variations and modifications may be made to the examples described above without departing from the scope of the present invention.

What is claimed is:

**1**. A soft-sided lunchbox comprising:

a body assembly, wherein the body assembly includes a bottom layer, a first sidewall attached to the bottom layer, an inner liner, and a sidewall insulating portion, wherein at least a portion of the sidewall insulating portion is positioned between the first sidewall and the inner liner;

a lid assembly rotatably connected to the body assembly, wherein the lid assembly is rectangular in shape, wherein the lid assembly includes an upper layer, a lid insulating layer, a lid liner, and perimeter edges that extend upward from a top surface of the upper layer, wherein the lid insulating layer is positioned between the upper layer and the lid liner;

a storage compartment formed by the body assembly and the lid assembly, wherein the soft-sided lunchbox has an open configuration providing access to the storage compartment, wherein the lid assembly rotates away from the body assembly along a hinge, and a closed configuration preventing access to the storage compartment;

a closure positioned between the body assembly and the lid assembly, wherein the closure is adapted to selectively connect the body assembly and the lid assembly;

wherein the soft-sided lunchbox has a cuboid shape that has a length that is greater than a width, and wherein the width is greater than a height; and

wherein the perimeter edges of the lid assembly have an edge height defined as a vertical height from a top surface of the perimeter edges of the lid assembly to the top surface of the upper layer, wherein the edge height of the perimeter edges of the lid assembly is within a range of 10 percent and 20 percent of the height of the soft-sided lunchbox; and

wherein the perimeter edges of the lid assembly are configured to be gripped by a user when opening and closing the closure.

**2**. The soft-sided lunchbox of claim **1**, further comprising:

an insulated tab formed from a portion of the inner liner and a portion of the sidewall insulating portion, wherein the insulated tab is within the storage compartment and inward of the closure and having a distal end positioned above a midpoint of the closure.

**3**. The soft-sided lunchbox of claim **2**, wherein the insulated tab includes a first magnetic element that engages a second magnetic element on the lid assembly when the soft-sided lunchbox is in a closed configuration.

**4**. The soft-sided lunchbox of claim **3**, wherein the first magnetic element is positioned between the inner liner and the sidewall insulating portion, and wherein the second magnetic element is positioned between the lid liner and the lid insulating layer.

**5**. The soft-sided lunchbox of claim **2**, wherein the insulated tab is formed from a portion of the inner liner, wherein the inner liner forms an outward facing layer of the insulated tab and an inward facing layer of the insulated tab.

**6**. The soft-sided lunchbox of claim **5**, wherein the insulated tab is connected to the closure at a base end via a connection element that extends through the inward facing layer, the outward facing layer, the closure, the first sidewall, and the sidewall insulating portion when viewed in a cross-section formed by a vertical plane extending perpendicular to a bottom surface of the soft-sided lunchbox.

**7**. The soft-sided lunchbox of claim **2**, wherein the closure is attached to the first sidewall with a connection element, wherein the connection element extends through the closure, the first sidewall, the inner liner, and the sidewall insulating portion when viewed in a cross-section formed by a vertical plane extending perpendicular to a bottom surface of the soft-sided lunchbox.

**8**. The soft-sided lunchbox of claim **2**, wherein the insulated tab is connected to the closure at a base end.

**9**. The soft-sided lunchbox of claim **1**, wherein the edge height is within a range of 13 percent and 17 percent of the height of the soft-sided lunchbox.

**10**. The soft-sided lunchbox of claim **1**, wherein the edge height of the perimeter edges of the lid assembly is at least two times greater than a thickness of the lid insulating layer.

**11**. The soft-sided lunchbox of claim **1**, wherein the bottom layer is formed from EVA foam.

**12**. A soft-sided lunchbox comprising:

a body assembly, wherein the body assembly includes a bottom layer, a first sidewall attached to the bottom layer, an inner liner, and a sidewall insulating portion, wherein at least a portion of the sidewall insulating portion is positioned between the first sidewall and the inner liner;

a lid assembly rotatably connected to the body assembly; wherein the lid assembly includes an upper layer, a lid insulating layer, a lid liner, and perimeter edges that extend upward from a top surface of the upper layer, wherein the lid insulating layer is positioned between the upper layer and the lid liner;

a storage compartment formed by the body assembly and the lid assembly, wherein the soft-sided lunchbox has an open configuration providing access to the storage compartment when the lid assembly is rotated away from the body assembly along a hinge, and a closed configuration;

a zipper assembly adapted to selectively connect the body assembly and the lid assembly; and

wherein the soft-sided lunchbox has a cuboid shape has a length that is greater than a width, and wherein the width is greater than a height; and

wherein the perimeter edges of the lid assembly have an edge height defined as a vertical height from a top surface of the perimeter edges of the lid assembly to the

top surface of the upper layer, wherein the edge height of the perimeter edges of the lid assembly is within a range of 10 percent and 20 percent of the height of the soft-sided lunchbox; and

wherein the edge height of the perimeter edges of the lid assembly is at least two times greater than a thickness of the lid insulating layer.

**13**. The soft-sided lunchbox of claim **12**, further comprising a tab, at least partially formed from a portion of the inner liner, wherein the tab is within the storage compartment and inward of the zipper assembly and having a distal end positioned above a midpoint of the zipper assembly, and wherein the tab includes a first magnetic element that engages a second magnetic element on the lid assembly when the soft-sided lunchbox is in the closed configuration, wherein the first magnetic element and the second magnetic element are positioned along a center plane of a front side of the soft-sided lunchbox.

**14**. The soft-sided lunchbox of claim **13**, wherein the tab contacts the lid liner on the lid assembly when the soft-sided lunchbox is in the closed configuration.

**15**. The soft-sided lunchbox of claim **13**, wherein the tab includes a portion of the sidewall insulating portion enclosed within the inner liner.

**16**. A lid assembly for a soft-sided lunchbox, wherein the lid assembly is rotatably connected to a body assembly of the soft-sided lunchbox, the lid assembly comprising:

an upper layer, wherein the upper layer of the lid assembly includes perimeter edges that extend upward from a top surface of the upper layer;

a lid liner;

a lid insulating layer positioned between the upper layer and the lid liner; and

a magnetic element positioned between the lid liner and the lid insulating layer; and

wherein the lid assembly has a rectangular shape.

**17**. The lid assembly of claim **16**, wherein the perimeter edges of the lid assembly have an edge height defined as a vertical height from a top surface of the perimeter edges of the lid assembly to the top surface of the upper layer, wherein the edge height of the perimeter edges of the lid assembly is at least two times greater than a thickness of the lid insulating layer.

**18**. The lid assembly of claim **16**, wherein the magnetic element is rectangular in shape.

**19**. The lid assembly of claim **16**, wherein the upper layer is formed from a foam rubber material.

**20**. The lid assembly of claim **16**, wherein the magnetic element is positioned along a center plane of the soft-sided lunchbox.

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